

Macy's

R. H. Macy & Co.'s Attractions Are Their Low Prices.
Herald Square B'way, 34th to 35th St.

Exquisite DRESSES of CHANTILLY LACE, \$42.75



The fashionable Parisienne, at the moment is wearing a gown of black lace over white, trimmed with wide ribbon bands and laces.

The model illustrated is typical of the prevailing mode, with its double flounced skirt and softly draped bodice of black silk Chantilly lace over fine meshed cream net.

Brocaded ribbon in palest pink, ciel blue or black, trims the foundation slip and is half veiled by the black lace. Girdle, sash, and the picturesque bow fastening the skirt's draperies at the knee are also of the brocaded ribbon with tiny chiffon rosebuds nestling in its folds.

For a charming Afternoon or Evening costume, these Chantilly Lace Dresses are decidedly the vogue.

Third Floor, Broadway.

WHITE Mourning DRESSES In CORRECT NEW Modes

Soft, rich, dull Silks and clinging crepe fabrics in pure white are sanctioned by Fashion for mourning wear and in the Macy collection are shown in many very graceful models, distinguished by their simplicity of style, their superior quality and fine finishing details.

Third Floor, 35th Street.

Russian Dresses of White Crepe de Chine, \$33.75

An exquisite model in crepe de chine of exceptionally fine quality—the surprise effect of the waist accentuated by broad bands of Ottoman silk. Collar and yoke are of fine net, and the entire Gown is made on a silk foundation.

A wide fold of the Ottoman silk finishes the foot of the deep tunic overskirt, and the straight line skirt is trimmed with spherical buttons.

This model may also be had in black Crepe de Chine.

Draped Dresses of White Crepe Meteor, \$28.75

A simple, graceful model, the blouse waist hemstitched at yoke, vest collar and cuffs, net vestee and high collar. The draped skirt, on the newest lines, is button trimmed and a hemstitched sash finishes the crushed girdle.

This model may also be had in black Crepe Meteor.

Draped Dresses of White India Silk, \$19.74

Waterproof India silk of excellent quality is employed for this model, which is especially dainty in style, with round collar and sleeves finished with tiny frills. The hemstitched surplice waist opens a vest of white net trimmed with loops and buttons. A folded girdle with rosette joins the blouse with a prettily draped skirt.

Another pretty model in waterproof India silk with chiffon collar and cuffs—priced \$14.75.

These models may also be had in black India Silk.

Dainty Dresses of White Marquisette, \$15.74

Insertions of fine Point d'Esprit trim. Simple but very pretty Dresses of Marquisette. Finely tucked loops of cord and crocheted buttons finish the vest, and the collar is on the quaint fichu lines so fashionable.

Mousquetaire Silk Gloves 16-Button Length

Black or white with embroidered backs.

59c

Double finger tips; two clasps at wrist

a pair

Very Heavy Tricot Quality—Firm, Close, Durable Weave

Gloves of this quality are sold elsewhere at 75c.

Main Floor, Broadway

BATHING SUITS of Smart Style---SPECIALLY PRICED

This season's Bathing Suits feature the identical touches of style which make the new modes in dress so effective. Many novelties displayed in the Macy collection are notably clever in style and decidedly picturesque.

Third Floor, 35th Street.

Messaline Bathing Suits \$4.96

In navy or black satin messaline of durable quality (the model illustrated), prettily trimmed with striped satin, in navy or black with old blue, cerise, green or white stripes. Tights complete this very smart but practical Bathing Suit.



Mohair Bathing Suits \$3.96

A heavy quality of navy or black mohair is used for these serviceable Suits, with collar, sleeves, belt and vest trimmed with ratine in light contrasting colors. Bloomers with every Suit.

Mohair Bathing Suits \$2.97

In navy or black, these Suits are trimmed with scarlet cloth around the square neck, the short sleeves and the belt. Bloomers complete these very inexpensive but well made Suits.

SILK SERGE SUITS at \$8.94, of heavy quality in black or navy, are prettily trimmed and piped with contrasting moire. In silk poplin there are six styles at \$6.94, one especially smart model with square vest and wide collar of white moire contrasting smartly with the black poplin.

MOIRE SILK SUITS at \$14.49 are effectively trimmed with collar, cuffs and girdle of brocaded charmeuse and finished with novel corded ornaments. Delft blue ratine braid and satin buttons add a note of style to a Suit of black satin at \$17.89.

CURTAINS FOR THE COTTAGE REDUCED

One-quarter to one-third below Macy's already "Lowest-in-the-City" prices on a very comprehensive assortment, in the new and much improved and enlarged quarters of the department on the Fourth Floor, 34th St., Rear.

Macy's 64c Curtains 49c

Of Ruffled Muslin (pr.)

Simple, dainty Curtains of sheer muslin, with ruffled edges.

Macy's 74c "Nottingham" Lace Curtains (pr.) 59c

Very effective patterns, in white only.

\$1.25 Lace-Trimmed Scrim Curtains (pr.) 74c

Sheer scrim, with edges of durable lace in pretty effects.

\$2.50 Curtains (pair) at \$1.49

Very daintily made of scrim and marquisette.

\$3.25 & \$4.75 Curtains at (pr.) \$2.49

Scrim and lace, plain and fancy scrim with lace trimming and edging, and Bonnaz-braided and "Nottingham" novelties.

Macy's \$2.24 and \$3.49 Curtains at (pr.) \$1.98

Lace insertion trimmed. Also effective "Nottingham" laces.

Macy's \$1.24 and \$2.97 Curtains at (pr.) 98c

Novelty lace, Renaissance lace, bonnaz, braided and flat Swiss with colored borders, and lace-trimmed scrim Curtains.

Macy's \$6.74 to \$8.49 Curtains at (pr.) \$4.49

Of plain scrim, of scrim with insertion and edges of heavy Chantilly lace. Some of Marie Antoinette lace in exceptionally pretty styles.

Macy's \$7.74 to \$8.74 Marie Antoinette Curtains (pr.) \$5.24

Imported from France by R. H. Macy & Co. Beautiful effects in white and ecru on best French net.

We invite special attention to our new importations of Marie Antoinette Curtains just received from France. These are exquisitely effective in pattern and of excellent quality. Prices range from \$4.96 to \$14.49 (pair)—Macy's prices being on the average one-fifth lower than those elsewhere.

Finest Lace Curtains in regular stock up to \$52.50 (pair).

\$1.00, \$1.50, \$1.75 AND \$2.00 BOOKS, SPECIAL AT 24c

This is a special purchase and the saving is unusually large. But you can always get any Book at Macy's for less than the trust-fixed prices prevailing everywhere else—and similar savings are found in every Department of the store.

Buy some of these for your summer and vacation leisure: Main Fl. Rear.

Rulers of Kings—Gertrude Atherton.

Buchanan's Wife—Justus Miles Forman.

True Bills—Geo. Ade.

Judith Triumphant—Thompson Buchanan.

Walled In—Elizabeth Stuart Phelps.

The Ruinous Face—Maurice Hewlett.

Sport Royal—Anthony Hope.

Annie Kilburn—William D. Howells.

The Princess Olga—Ervin Wardman.

The Dreamers—John Kendrick Bangs.

Golden Rose—Amelie Rives.

Story and Song of Black Roderick—Dora Sigerson.

Understudies—Mary E. Wilkins.

Genial Idiot—John K. Bangs.

Rose of Paradise—Howard Pyle.

An Englishman's Home—Major Guy du Maurier.

Pan's Mountain—Amelie Rives.

World of Chance—W. D. Howells.

Tales of Destiny—Elizabeth Jordan.

The Castle Comedy—Thompson Buchanan.

Seraphica—Justin H. McCarthy.

Love in Chief—Rose K. Weekes.

The Accomplish—Fredk. T. Hill.

Randovar the Songsmith—O. A. Lillencrantz.

Ruby of Kishmoor—Howard Pyle.

Istar of Babylon—Margaret Potter.

A Mountain Europa—John Fox, Jr.

The Masterfolk—Haldane MacFall.

Many Kingdoms—Elizabeth Jordan.

Greater Mischief—Margaret Westrup.

Island of Enchantment—Justus Miles Forman.

Tama—Onoto Watanna.

Spanish Jade—Maurice Hewlett.

Miss Primrose—Roy Rolfe Gilson.

Lochnivar—S. R. Crockett.

Cumberland Vendetta—John Fox, Jr.

Sir Robert's Fortune—Mrs. Oliphant.

The Passport—Richard Bagot.

A Bicycle of Cathay—Frank R. Stockton.

Macy's

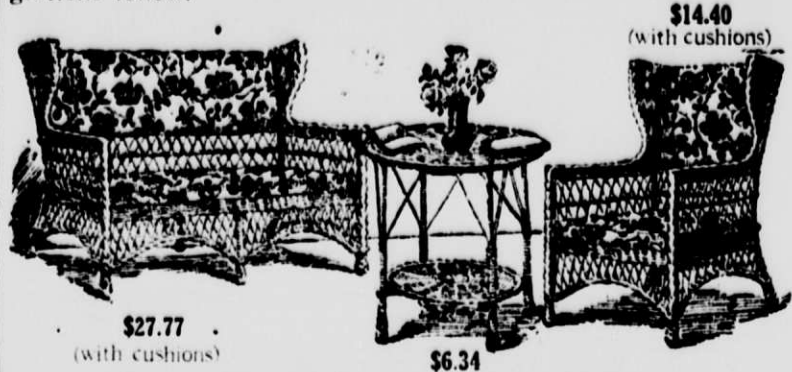
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SUMMER FURNITURE TYPICAL Macy SAVINGS

Macy's new and very much improved and enlarged Furniture Department, (now on the Sixth Floor), contains one of the finest showings in the City of Furniture in

Willow, Wicker, Rattan, Fibre, Rush, Cane, Seagrass.

Every piece is of sterling quality, sound condition and beauty of line, and your savings range from one-fifth to one-third. Suggestions follow.



Summer Furniture of Willow

Three-piece Willow Suites Consisting of Sofa at \$15.34, Chair at \$7.49, and Rocker at \$8.24. Wide arms and roomy seats.

Three-piece Willow Suites Sofa at \$18.34, Chair at \$9.67, and Rocker at \$10.49. Wing-shaped backs.

Willow Chairs and Rockers in stock from as little as \$4.49 up to \$14.34.

Willow Magazine Stands at \$5.67, and Willow Swings from \$15.24 to \$21.24.

Macy's "Bar Harbor" Chair, \$4.89

Similar quality elsewhere \$6.00. Prettily designed and of close-woven Willow.

Round-backed and curved for comfort. An "easy" chair in every sense. Entirely hand-made. Rockers to match are \$5.49 (with cushion) and settees are \$9.34.

Included in the price of this Chair is a reversible cushion of green or red velour.

Wooden Porch Furniture Special

Sewing Rockers, at 79c

High spindle backs and double-woven cane seats. Frame of maple. Natural, red or green.

Sewing Rockers in stock from as little as 79c up to \$2.79.

Porch Chairs at \$1.49

Of maple, with wide arms, double-woven cane seat and slat back. Natural, red or green. Also up to \$2.79.

Porch Settees at \$3.89

Of maple, with wide arms, slat back and double-woven cane seat. Natural, red or green. Also up to \$4.76.

Wooden Swing, \$12.89

Made of solid oak, 6 ft. x 28 in.; has slat seat and back, and will be stained in any color desired.

Complete with ropes.

Garden Benches, 94c

Slat seats and backs. Natural, green or red.

Camp Chairs, 74c

Slat backs and seats. Strong construction.

Box Springed Couch Hammock, \$19.74

Upholstered in green imitation leather; sides and back covered in brown khaki. Ropes and chains complete. Adjustable wind shield, and pockets on one side.

White Canvas Couch Hammock, \$20.24

Fitted with loose mattress and "Rome link" spring. Adjustable wind shield, and ropes and chains complete.

Iron Stands at \$2.97

Macy's price was \$3.74

Imported Sea Grass Furniture

Native-woolen, of tough fibrous grass. Very handsome and extremely comfortable.

Eight styles in Chairs and Rockers, and four in Tables. Among the assortment, the following:

Arm Rockers, \$8.49

Woven with a comfortable rounded seat, shaped arms, and soft springy back.

Cushions of every kind for Summer Furniture in all materials. Samples of Chintzes, Cretonnes, Denims, etc., on view in the Department, to be made up to your order at "Lowest-in-the-City" prices.

Arm Chairs, \$6.89

Made with large roomy seat, high back, and "roll" arms and top. Rockers to match, \$7.49.

Trinket Boxes, 89c

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TODAY



at
In Macy's Store

Third and Best (so far)
Exceptional Special Sale for Men

2,238 MEN'S SUITS
\$25 to \$35 grades---\$19.50
(Burlington Arcade Floor, New Building.)

1,367 MEN'S SUITS
\$18 to \$25 grades---\$14.50
(Broadway, corner Eighth.)

Every suit a picked suit.
380 patterns, all colors.
Sizes 32 to 50.

The service will be quick.

Observe

that while there are not enough suits in this sale for every man, there is one for you if you come today.

Broadway and Ninth



Schlichten
The Original
Famie Fibre
Reg. U.S. Pat. Off.

The Schlichten Famie Summer-weight garments are a luxury for hot weather, the Famie linen being deliciously cool, having the highest absorbing and evaporating power of all known textile substances.

For sale by leading dealers everywhere. If your dealer cannot supply you, we can direct you to one who can. Write for booklet and samples.

SCHLICHTEN RAMIE COMPANY,
382 Fourth Ave., New York.



A NEW LIGHTWEIGHT, DEEP POINTED

ARROW COLLAR

18 for 25 cts. Cluett, Peabody & Co., Inc.

Makers of Arrow Shirts

EDUCATIONAL ADVERTISING

THE NEW YORK SUN during the year of 1912 gained more lines of school advertising than any other newspaper in its class.

NEW YORK SUN

26,038 lines GAIN

New York Times 18,492 " "

New York Post 8,518 " LOSS

New York Tribune 6,558 " "

New York Herald 521 " "

(Records compiled by the New York Post)

School and College advertising rates are 150 a line per insertion for 50 or more lines orders.

No extra charge for making cuts.

School days, Saturdays, Sundays and Wednesdays.

HELP WANTED—MALE.

FIRST-CLASS architectural modelers. Apply JOHN EVANS & CO., 77 Huntington av., Boston.

WANTED—First-class marble and free stone carvers. Apply JOHN EVANS & CO., 77 Huntington av., Boston.